

ORDER

Orders	Order / Rev:	407176	Alt Order #:	06859169
	Product Desc:	ROMNEY FOR PRES 60	Estimate:	424
	Flight Dates:	09/28/12 - 10/02/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/27/12 / 09/27/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National



KSJV

Agency	Name:	American Rambler Productions	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	138 Conant St.	Billing Cycle:	EOM/EOC
		Beverly, MA 01915	Agency Commission:	15%

Advertiser	Name:	Romney for President	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02-Republican	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals
08/27/12	09/30/12	14	\$19,650.00	\$16,702.50	September 2012 14 \$19,650.00 \$16,702.50 0.00
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00	October 2012 24 \$33,600.00 \$28,560.00 0.00
					Totals 38 \$53,250.00 \$45,262.50 0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$53,250.00
Market	100%	\$197,222.22

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,166.67
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,444.44
KTUD	0%	\$0.00
KVVU	20%	\$39,444.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,916.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wagners	6-7a		-----F--	1:00	1	\$1,300.001	0.00	NM	1	\$1,300.00	

WAKE W/WAGNRS2

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	----F--	1:00	1	\$1,300.00	0.00	NM		1	\$1,300.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$1,300.00 0.00															
E 2	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	1:00	2	\$1,400.00	0.00	NM		2	\$2,800.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$1,400.00 0.00															
E 3	KSNV	10/01/12	10/02/12	Today Show	CM	658a-9am	MT-----	1:00	2	\$1,800.00	0.00	NM		2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$1,800.00 0.00															
E 4	KSNV	09/28/12	09/28/12	Today Show	CM	658a-9am	----F--	1:00	1	\$1,700.00	0.00	NM		1	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$1,700.00 0.00															
E 5	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd 10AM		9-10a	MT-----	1:00	2	\$850.00	0.00	NM		2	\$1,700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$850.00 0.00															
E 6	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd 10AM		9-10a	----F--	1:00	1	\$700.00	0.00	NM		1	\$700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$700.00 0.00															
E 7	KSNV	10/01/12	10/02/12	M-F Today Show III 4th 10AM		10am-11am	MT-----	1:00	2	\$650.00	0.00	NM		2	\$1,300.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$650.00 0.00															
E 8	KSNV	09/28/12	09/28/12	M-F Today Show III 4th 10AM		10am-11am	----F--	1:00	1	\$650.00	0.00	NM		1	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$650.00 0.00															
E 9	KSNV	10/01/12	10/02/12	Rachael Ray	CM	11am-12pm	MT-----	1:00	2	\$650.00	0.00	NM		2	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$650.00 0.00															
E 10	KSNV	09/28/12	09/28/12	Rachael Ray	CM	11am-12pm	----F--	1:00	1	\$650.00	0.00	NM		1	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$650.00 0.00															
E 11	KSNV	09/28/12	09/28/12	Noon News	CM	12-1230pm	----F--	1:00	1	\$850.00	0.00	NM		1	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12 09/30/12 ----F-- 1 \$850.00 0.00															
E 12	KSNV	10/01/12	10/02/12	Noon News	CM	12-1230pm	MT-----	1:00	2	\$850.00	0.00	NM		2	\$1,700.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12 10/07/12 MT----- 2 \$850.00 0.00															
E 13	KSNV	10/01/12	10/02/12		CM	1258p-2pm	MT-----	1:00	2	\$850.00	0.00	NM		2	\$1,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of our Lives															
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 14	KSNV	09/28/12	09/28/12	Days of our Lives	CM	1258p-2pm	-----F--	1:00	1	\$850.001	0.00	NM		1	\$850.00
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	---F--											
E 15	KSNV	09/28/12	09/28/12	Dr. Phil	CM	3-4p	-----F--	1:00	1	\$900.001	0.00	NM		1	\$900.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	---F--											
E 16	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p	MT-----	1:00	2	\$900.001	0.00	NM		2	\$1,800.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 17	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	1:00	2	\$1,450.001	0.00	NM		2	\$2,900.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 18	KSNV	09/28/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----F--	1:00	1	\$1,450.001	0.00	NM		1	\$1,450.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	----F--											
E 19	KSNV	09/28/12	09/28/12	M-F Early News	CM	5-630p	----F--	1:00	1	\$2,000.001	0.00	NM		1	\$2,000.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	----F--											
E 20	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p	MT-----	1:00	2	\$2,400.001	0.00	NM		2	\$4,800.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 21	KSNV	10/01/12	10/02/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	1:00	2	\$2,600.001	0.00	NM		2	\$5,200.00
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 22	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	----F--	1:00	1	\$2,000.001	0.00	NM		1	\$2,000.00
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	----F--											
E 23	KSNV	10/01/12	10/02/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	1:00	2	\$2,400.001	0.00	NM		2	\$4,800.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/01/12	10/07/12	MT-----											
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.001	0.00	NM		1	\$2,200.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 09/24/12	09/30/12	----F--											
E 25	KSNV	09/30/12	09/30/12		CM	11pm-1135pm	-----S	1:00	2	\$2,200.001	0.00	NM		2	\$4,400.00

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Sa-Su News 3 at Eleven																										
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11P NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>-----S</td> <td>2</td> <td>\$2,200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	-----S	2	\$2,200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	2	\$2,200.00	0.00																					
												Totals	38	\$53,250.00												